

NATIONAL  
ENDOWMENT  
FOR  
THE ARTS

WASHINGTON  
D.C. 20506

A Federal agency advised by the  
National Council on the Arts



Executive Registry

83-6194/1

January 19, 1984

The Honorable William J. Casey  
Director of Central Intelligence  
Washington, D. C. 20505

Dear Mr. Casey:

On December 21, 1983, President Reagan announced the establishment of a quadrennial Presidential Design Awards Program by way of a memorandum to you and the heads of the other executive departments and agencies (copy attached). We are honored that the President has asked the National Endowment for the Arts to implement this program, and we intend to begin immediately.

As the President requested, I would like to ask you to designate an individual from the Central Intelligence Agency to act as your liaison with the Arts Endowment for the Awards Program. Please let me know who should represent you in this matter.

Mr. Michael Pittas, Director of the Endowment's Design Arts Program, will direct the administration of the Presidential Design Awards on my behalf. Your designee should feel free to contact Mr. Pittas at 682-5438.

We look forward to the participation of the Central Intelligence Agency in the Presidential Design Awards Program. Many thanks for your help.

Sincerely,

F. S. M. Hodson  
Chairman

Enclosure

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## THE WHITE HOUSE

WASHINGTON

December 21, 1983

MEMORANDUM FOR THE HEADS OF EXECUTIVE DEPARTMENTS  
AND AGENCIES

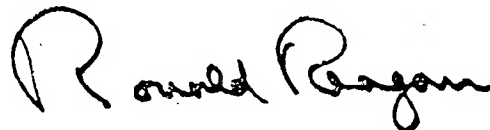
The Federal government is the Nation's largest single builder, printer, and user of design services: what we build, print, or cause to be manufactured for Federal use directly affects every citizen. We must ensure that these vast investments are cost-effective, well-planned, and reflect the standards of excellence which we all expect from our government.

More than a decade has passed since the late Nancy Hanks, then Chairman of the National Endowment for the Arts, was asked by the White House to coordinate the efforts of Executive agencies in improving the quality of design in the Federal government. The outstanding achievements over the years of the Endowment's Federal Design Improvement Program have allowed us to make considerable progress in the pursuit of design excellence. We must continue in this direction in an age when we seek to accomplish more with less.

I am pleased to announce my Administration's continued support for the goals of the Federal Design Improvement Program. To further this effort I am establishing a quadrennial Presidential Design Awards Program. This award will publicly recognize successful achievements in Federal design and inspire standards of excellence throughout the government.

I have asked Frank Hodson, Chairman of the National Endowment for the Arts, to implement this initiative. I know he will enjoy your full support. Please designate an individual with an appropriate background and position to be your liaison with the Endowment to help ensure the success of this program.

I urge all agencies to consider it their obligation to the American people to set a good example and do everything in their power to ensure the highest obtainable quality in Federal design activities.

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